



WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

CONTRACT

Contract / Revision 204252 /		Alt Order # 06850591
Product FRIENDS/CHRIS MURPHY		
Contract Dates 09/10/12 - 09/16/12		Estimate #
Advertiser POL/Murphy for Senate (D)		Original Date / Revision 09/07/12 / 09/07/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WTNH	Account Executive Petry Philadelphia	Sales Office Petry/Philadelph
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code ZZZZ	Product Code
Agency Ref		Advertiser Ref

And:

Message & Media Inc
100 Albany Street
New Brunswick, NJ 08901
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTNH	09/10/12	09/14/12	News 8 @ 5a-6a	5a-6a		:30			NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				5	\$250.00			
N 2	WTNH	09/10/12	09/14/12	News 8 @ 5a-6a	5a-6a		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				5	\$300.00			
N 3	WTNH	09/10/12	09/14/12	News 8 @ 6a	6a-7a		:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				5	\$350.00			
N 4	WTNH	09/10/12	09/14/12	GMA	7a-9a		:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				5	\$350.00			
N 5	WTNH	09/15/12	09/16/12	SaSu 6a-8a	6a-8a		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----SS				2	\$150.00			
N 6	WTNH	09/15/12	09/16/12	GMA SaSu	8a-9a		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----SS				2	\$300.00			
N 7	WTNH	09/16/12	09/16/12	ABC This Week	9a-10a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S				1	\$500.00			
N 8	WTNH	09/10/12	09/14/12	M-F 9a-10a	9a-10a		:30			NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				5	\$250.00			
N 9	WTNH	09/10/12	09/14/12	The View	11a-12p		:30			NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				5	\$450.00			
N 10	WTNH	09/10/12	09/14/12	News 8 Noon	12p-1230p		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				5	\$300.00			
N 11	WTNH	09/10/12	09/14/12	The Chew	1p-2p		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				5	\$300.00			
N 12	WTNH	09/10/12	09/14/12	Katie	3p-4p		:30			NM	5	\$1,500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

<u>Contract / Revision</u>	<u>Alt Order #</u>
204252 /	06850591

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/10/12 - 09/16/12	FRIENDS/CHRIS MURP	

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Murphy for Senate (I	09/07/12 / 09/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				5	\$300.00			
N 13	WTNH	09/10/12	09/14/12	Early Fringe M-F	4p-5p		:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				5	\$350.00			
N 14	WTNH	09/10/12	09/14/12	News 8 5p-6p	5p-6p		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				5	\$500.00			
N 15	WTNH	09/10/12	09/14/12	News 8 6p-630p	6p-630p		:30			NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				5	\$700.00			
N 16	WTNH	09/15/12	09/15/12	Sa News 8 @ 7p	7p-730p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$300.00			
N 17	WTNH	09/16/12	09/16/12	Su News 8 @ 6p	6p-630p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S				1	\$350.00			
N 18	WTNH	09/10/12	09/14/12	M-F 7p-730p	7p-730p		:30			NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				5	\$1,400.00			
N 19	WTNH	09/10/12	09/16/12	Late News 8	11p-11:35p		:30			NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTFSS				5	\$800.00			
N 20	WTNH	09/15/12	09/15/12	ABC College Football Prime	ABC College Footb		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$1,000.00			
N 21	WTNH	09/15/12	09/15/12	ABC College Football	ABC College Footb		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$500.00			
Totals											79	\$36,550.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/16/12	79	\$36,550.00	\$31,067.50
Totals	79	\$36,550.00	\$31,067.50

Signature: _____ **Date:** _____

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Station WTNH-TV NEW HAVEN, CT.
Advertiser () FRNDS OF C. MURPHY
Product FRIENDS/CHRIS MURPHY
Estimate#
Buyer LEAH CASTERLIN
Phone#
Fax#

Agency () MESSAGE & MEDIA
100 ALBANY ST.
NEW BRUNSWICK, NJ 08901
Agency C/P1/P2/E
Flight Dates 09/10/2012 - 09/16/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
21	09/15-09/15	SA	8P-11P	1	:30	\$1,000.00		1		1	\$1,000.00	
Buyline Comment: COLLEGE FOOTBALL												
22	09/15-09/15	SA	330P-7P	1	:30	\$500.00		1		1	\$500.00	
Buyline Comment: COLLEGE FOOTBALL												

---REPORT TOTALS---

Report Totals: 79 / \$36,550.00

---SALES MONTHLY TOTALS---

Sep 12: 79 / \$36,550.00

Sales Totals: 79 / \$36,550.00

Station Totals: 79 / \$36,550.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$137,665	CABL 0%	WCCT 0%	WCTX 1%	WFSB 39%	WHCT 0%
		WRDM 0%	WTIC 9%	WTNH 26%	WUVN 0%	WVIT 22%
		XXX 0%				

Books null

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

1 of 3

Showing Buylines: All Lines

Rep
Fin

Sales Office () PHILADELPHIA

Salesperson () KATE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

FRIENDS OF CHRIS MURPHY SC=*

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
1	09/10-09/14	M,W-F	5A-530A	5	:30	\$250.00	3	5		1	\$1,250.00	
	Buyline Comment: GD MRN CT											
2	09/10-09/14	M,W-F	530A-6A	5	:30	\$300.00	3	5		1	\$1,500.00	
	Buyline Comment: GD MRN CT											
3	09/10-09/14	M,W-F	6A-7A	5	:30	\$350.00	3	5		1	\$1,750.00	
	Buyline Comment: GD MRN CT											
4	09/10-09/14	M,W-F	7A-9A	5	:30	\$350.00	3	5		1	\$1,750.00	
	Buyline Comment: GMA											
5	09/15-09/16	SA-SU	6A-8A	2	:30	\$150.00	3	2		1	\$300.00	
	Buyline Comment: GM CT WKEND											
6	09/15-09/16	SA-SU	8A-9A	2	:30	\$300.00	3	2		1	\$600.00	
	Buyline Comment: GMA WKEND											
7	09/16-09/16	SU	9A-10A	1	:30	\$500.00	2	1		1	\$500.00	
	Buyline Comment: THIS WEEK											
8	09/10-09/14	M,W-F	9A-10A	5	:30	\$250.00	3	5		1	\$1,250.00	
	Buyline Comment: DR PHIL											
10	09/10-09/14	M,W-F	11A-12P	5	:30	\$450.00	3	5		1	\$2,250.00	
	Buyline Comment: THE VIEW											
11	09/10-09/14	M,W-F	12P-1230P	5	:30	\$300.00	3	5		1	\$1,500.00	
	Buyline Comment: NEWS											

Rep Order#	6850591	Ver#	1	Status	New
EC'd	Yes				

Traffic Order#

Printed: 09/07/2012 2:15 PM
Last Received: 09/07/2012 2:14 PM
Showing Buylines: All Lines

Station	WTNH-TV NEW HAVEN, CT.
Advertiser	() .POLITICAL
Product	FRIENDS/CHRIS MURPHY
Estimate#	
Buyer	LEAH CASTERLIN
Phone#	
Fax#	

Agency () ZZZ
ZZZ
ZZZ, ZZ 99999
Agency C/P1/P2/E
Flight Dates 09/10
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
12	09/10-09/14	M,W-F	2P-3P	5	:30	\$300.00	3	5		1	\$1,500.00	
	Buyline Comment: THE CHEW											
13	09/10-09/14	M,W-F	3P-4P	5	:30	\$300.00	3	5		1	\$1,500.00	
	Buyline Comment: KATIE COURIC											
14	09/10-09/14	M,W-F	4P-5P	5	:30	\$350.00	3	5		1	\$1,750.00	
	Buyline Comment: JUDGE JUDY											
15	09/10-09/14	M,W-F	5P-6P	5	:30	\$500.00	3	5		1	\$2,500.00	
	Buyline Comment: NEWS											
16	09/10-09/14	M,W-F	6P-7P	5	:30	\$700.00	3	5		1	\$3,500.00	
	Buyline Comment: NEWS											
17	09/15-09/15	SA	7P-730P	1	:30	\$300.00	3	1		1	\$300.00	
	Buyline Comment: NEWS											
18	09/16-09/16	SU	6P-630P	1	:30	\$350.00	3	1		1	\$350.00	
	Buyline Comment: NEWS											
19	09/10-09/14	M,W-F	7P-730P	5	:30	\$1,400.00	3	5		1	\$7,000.00	
	Buyline Comment: JEOPARDY											
20	09/10-09/16	M,W-SU	11P-1135P	5	:30	\$800.00	3	5		1	\$4,000.00	
	Buyline Comment: LATE NEWS											
21	09/15-09/15	SA	8P-11P	1	:30	\$1,000.00	3	1		1	\$1,000.00	
	Buyline Comment: COLLEGE FOOTBALL											
22	09/15-09/15	SA	330P-7P	1	:30	\$500.00	3	1		1	\$500.00	
	Buyline Comment: COLLEGE FOOTBALL											

Rep Order# 6850591 Ver# 1 Status New
EC'd Yes
Printed: 09/07/2012 2:15 PM
Last Received: 09/07/2012 2:14 PM
Showing Buylines: All Lines

Traffic Order#

Station WTNH-TV NEW HAVEN, CT.
Advertiser () POLITICAL
Product FRIENDS/CHRIS MURPHY
Estimate#
Buyer LEAH CASTERLIN
Phone#
Fax#

Agency () ZZ
ZZZ
ZZZ, ZZ 99999
Agency C/P1/P2/E
Flight Dates 09/10/2012 - 09/16/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

---REPORT TOTALS---

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Market Totals	\$83,677	CABL 0%	WCCT 0%	WCTX 2%	WFSB 0%	WHCT 0%
		WRDM 0%	WTIC 16%	WTNH 43%	WUVN 0%	WVIT 36%
		XXX 0%				

Books null
Demos RA35+

--- CREDIT RISK ---

INSUFFICIENT INFO FOR CREDIT ASSESSMENT



Political Inquiry Form

To: Station Political File
cc: Station Political Specialist
Petry Political File (Philadelphia/Kate Brady)
Petry Office File

Date: Sept 6, 2012

Account Executive: _____ Office: _____
Name of Candidate: Chris Murphy
Political Affiliation: Democrat
Election Date: November 6, 2012 Type of Election: General
City, State, Municipality: Connecticut
Office Sought: US Senate

Inquiry Made By: Leah Casterlin
Agency / Organization: Message and Media
Address: 100 Albany St
New Brunswick, NJ 08901
Telephone: 743-246-8291 Fax: 732-937-6721

Sponsoring Group / Committee: Friends of Chris Murphy
Address: _____
Telephone: _____ Fax: _____

Committee Members...Chairperson:
Treasurer: Kath Altobello Other: _____
Commercial Length: :30 XX :60 _____ Other: _____

Programs / Dayparts Requested: All

Station Offer: _____

Station Political Disclosure Statement:
Submitted to: _____ Date: _____
Stations Requested: _____